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Date: 09/12/06
Client: Washington Traffic Safety Commission
Project: Speed Enforcement Radio
Title: Color Commentary

RADIO

COLOR COMMENTARY (NASCAR)

CHIP: The drivers are really pacing themselves today, Stan. Not much room to maneuver.

STAN: Right Chip. There's Steve Junior feeling the heat behind the bottleneck.

CHIP: OH! He's making his move – he's passing one, two, three – wait that mini-van has a choke hold on the outside lane.

STAN: Looks like Junior's spotted an opening on the right - will he take it? He's in and he guns it. Hey, where'd that patrol car come from?

CHIP: Oh snap! Junior's getting the signal to pull over.

STAN: He's going to lose precious time while he's getting that ticket.

CHIP: You said it Stan. Washington State is cracking down on speed law violators.

STAN: Well, speed is a factor in 1/3 of all fatal crashes.

CHIP: No wonder they're stepping up patrols.

STAN: Yup. They're ticketing drivers who exceed the speed limit or drive faster than is safe in dense traffic or bad weather.

CHIP: Junior would have made better time if he remembered it's not a race.

STAN: Looks like the finish for him.

CHIP: That ticket has got to sting.

STAN: That's why they say, Slow Down or Pay Up.

CHIP: A safety message from the Washington Traffic Safety Commission and State Farm.

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Date: 09/12/06
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Title: Excuse Me

RADIO

EXCUSE ME

(A humorous folk song sung in the style of The Kingston Trio - or more recently from the film A Mighty Wind)

DRIVER (verse)

Now I was just a-speeding down along the old highway
When out of nowhere came the sound that means I have to pay
The siren whooped and hollered, so to the side I pulled
And when I saw the officer, here's the tale I told

(chorus)

I had to find a bathroom, I was almost out of gas
The pedal got stuck as I was trying to pass
My favorite show was starting, I was running late to work
The sun was in my eyes, I was followed by a jerk

(verse)

The officer smiled and nodded as he listened patiently
He wrote out my citation and said these words to me
I've heard your song and dance before - I've heard all I need
One third of fatal crashes are those involving speed

(chorus)

So...if your kids are late for practice, if the cat is in a tree
If you spot Elvis, you get stung by a bee
A friend goes into labor, or elephants stampede (breathe)
...there's no excuse for speed!

ANNCR: Slow down or Pay Up. A safety message from the Washington Traffic Safety Commission and State Farm.